



# Strategic Community Plan

## 2017-2027

**Our Vision**  
To be a thriving  
community with  
opportunities for all

**Our Mission**  
To develop in a manner  
that will achieve social,  
cultural, economic and  
environmental benefits for  
all

### What is the Plan?

The Strategic Community Plan sets out the long term vision of the community for the next 10 years. It is a strategic roadmap of where the community wants to go and how we will get there. The Plan is intended to be a resource to help guide policies, strategies and actions that relate to the Shire and the community.

The Strategic Community Plan is the highest level planning document in the Integrated Planning and Reporting Framework. This Plan is designed to be a 'living' document that guides the development of the Shire over the next ten years.

### Structure of the Plan

**Focus Areas** are an overarching statement that describes the future desires of the community and group together similar goals. These are based on the need to become more sustainable socially, environmentally and financially.

**Goals** are the end result that we want to achieve within the ten year period of the Strategic Community Plan. The goals link to the community aspirations and outcomes they want for the future of the Shire. The goals internalise the community outcomes.

**Strategies** are the methods and approaches of how we can meet the goals. These set out the basis for all the Shires tactics, actions, tasks, programs and services.

### Our Purpose and Role

The Shire's function is to provide good governance for its community members, involving efficient and effective decision-making, community participation, operational transparency and accountability.

The Shire as the local government body, is required to meet the needs of current and future generations by integrating environmental protection, social advancement and economic prosperity.

The Shire's specific actions, tasks, responsibilities and contributions are developed and detailed in the Corporate Business Plan underpinning the strategies in this Plan. A series of informing project and services delivery plans will also be developed

alongside the Corporate Business Plan to enable activation of the Strategic Community Plan.

### How the Plan will be used

The Shire will use the Plan in several ways, including:

- Guiding Council in setting priorities and decision making;
- Provide the basis for the design and delivery of Shire services and actions documented in the Corporate Business Plan;
- Provide a rationale to pursue grants and other resources by demonstrating how specific projects align with the aspirations of our community, and within the strategic direction of the Shire;
- Inform decision making with respect to other partners and agencies such as the State Government
- Inform potential investors and developers of our community's key priorities, and the way they can contribute;
- Provide a basis for monitoring progress against the community's vision and aspirations.

### Our Values

**Inclusivity** - We recognise the diversity of our community and want to ensure that everyone can actively participate in community life.

**Unity** - We will work collaboratively with the community, united in a common purpose.

**Sustainability** - Ensure that the aspirations of the community can be met within budget in order to remain socially, environmentally and financially sustainable.

**Responsibility for our own future** - We will actively participate in providing input to decision making at a state and national level on issues that affect our region.

**Leadership** - We will listen to the community's concerns and advocate for issues that are important to residents.

## Our long-term strategic Focus Areas



### 1 Healthy vibrant active communities

*Improving livability through social and recreational opportunities, a range of inclusive community services and activities, and valuing our diversity.*

**Goals:**

- 1.1 Bring community together and promote our rich culture and heritage
- 1.2 Increase community participation in sporting, recreation and leisure activities
- 1.3 Promote quality education, health, childcare, aged care and youth services



### 2 Enhancing the environment

*We value our Kimberley lifestyle and natural environment. We will work to improve the liveability of our towns and their connection to our surrounding environment.*

**Goals:**

- 2.1 Conserve the Shire's unique natural environment for the enjoyment of current and future generations
- 2.2 Provide sustainable public infrastructure that serves the current and future needs of the community
- 2.3 Make towns safe and inviting for locals and visitors



### 3 Economic prosperity

*For the Shire to be open for business with a growing and successful economy and jobs for all.*

**Goals:**

- 3.1 To deliver the critical infrastructure that will create the conditions for economic growth across the Shire
- 3.2 To be business friendly and the Shire of choice for inward investment in the Kimberley
- 3.3 Develop and retain skilled people that business need to succeed

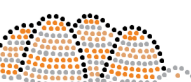


### 4 Civic leadership

*We will deliver services to the community efficiently, provide leadership and governance that is future thinking, transparent and accountable.*

**Goals:**

- 4.1 Effective representation through advocacy at a regional, state and national level
- 4.2 Good decision making through engagement with the community
- 4.3 Ensure a strong and progressive organisation delivering customer focused services
- 4.4 Sustainably maintain the Shire's financial viability





# Strategic Community Plan 2017—2027

## Focus Area 1



PEOPLE

### Healthy vibrant active communities

*Improving liveability through social and recreational opportunities, a range of inclusive community services and activities, and valuing our diversity.*

#### 1.1 Bring community together and promote our rich culture and heritage

- Strategies
1. Create a unified community that incorporates the needs of all cultures and generations
  2. Support and promote an increase in the number of events and activities that encourage a sense of identity, belonging and promote cultural diversity
  3. Promote and share our unique culture and history and protect the community's heritage assets
  4. Work with partners to inspire young people to become engaged in their families, schools and communities

#### 1.2 Increase participation in sporting, recreation and leisure activities

- Strategies
1. Collaborate with a wide range of stakeholders to advocate and provide accessible facilities that supports a range of sporting and recreational activities
  2. Develop partnerships to support and maximise participation in a range of activities and promote the benefits of healthy lifestyles
  3. Support and build capacity of community groups and clubs through community grants programs, advice and management of Shire reserves and facilities

#### 1.3 Promote quality education, health, childcare, aged care and youth services

- Strategies
1. Advocate to State and Federal governments for improved human services (health, housing, disability access, aged care, child/youth welfare and family support) to meet current and future needs
  2. Support and assist community organisations to positively impact social wellbeing
  3. Work with key partners to advocate for improved medical and allied health services
  4. Support the development of a broader range of educational opportunities, including alternative education pathways

## Focus Area 2



PLACE

### Enhancing the environment

*We value our Kimberley lifestyle and natural environment. We will work to improve the liveability of our towns and their connection to the surrounding environment.*

#### 2.1 Conserve the Shire's unique natural environment for the enjoyment of current and future generations

- Strategies
1. Work in partnership to implement cooperative programs to manage land, fire, pathogens, introduced animals and weeds
  2. Advocate for better access to country and increase opportunities for people to experience the Shire's natural and cultural wonders
  3. Manage waste sustainably and provide an integrated approach to waste management that includes waste minimisation

#### 2.2 Provide sustainable public infrastructure that serves the current and future needs of the community

- Strategies
1. Provide and maintain infrastructure that promotes sustainable growth and positively impacts the well-being and lifestyle of residents and users
  2. Ensure energy efficiency options are considered to reduce the Shire's costs
  3. Plan for the adequate supply of residential and commercial land to meet the requirements of the community
  4. Promote the colocation of municipal, government and community facilities to create hubs to enhance access to services

#### 2.3 Make towns safe and inviting for locals and visitors

- Strategies
1. Lead an interagency approach to address community safety concerns including crime reduction planning and programs
  2. Maintain a partnership approach for emergency management planning, preparedness, response and recovery
  3. Improve streetscapes and promote greater vibrancy and activity within town centres, particularly through a mix of commercial and residential development
  4. Develop a well-connected, accessible and maintained network of shared paths and trails
  5. Enforce effective public health and safety

## Focus Area 3



PROSPERITY

### Economic Prosperity

*For the Shire to be open for business with a growing and successful economy and jobs for all.*

#### 3.1 To deliver the critical infrastructure that will create the conditions for economic growth across the Shire

- Strategies
1. Improve the Shire's transport infrastructure, including Wyndham Port and East Kimberley Regional Airport through lobbying, project support and funding opportunities
  2. Improve access and transport links to the East Kimberley (air, road and sea)
  3. Advocate for infrastructure that supports business
  4. Plan for current and future business and infrastructure land use needs

#### 3.2 To be business friendly and the Shire of choice for inward investment in the Kimberley

- Strategies
1. Promoting and marketing the East Kimberley, targeting growth markets
  2. Improve access to the East Kimberley
  3. Building the value of tourism in the East Kimberley by advocating for Melbourne direct flights.
  4. Developing new and existing tourism products (including events) to meet the expectations of the targeted market segments
  5. Advocate for an Increase in the capacity of local Aboriginal people to participate in tourism ventures

#### 3.3 Develop and retain skilled people that business need to succeed

- Strategies
1. Work with business and education bodies to advocate for learning opportunities that meet future needs
  2. Partner with agencies to raise the career ambitions of the Shire's residents, from early years through to adulthood
  3. Support greater participation of local Aboriginal people in the workforce and to undertake business ventures
  4. Encourage people to stay longer in the Shire by advocating and supporting improved access to childcare and education

## Focus Area 4



GOVERNANCE

### Civic Leadership

*We will deliver Shire services to the community efficiently, and provide leadership and governance that is future thinking, transparent, accountable and relevant.*

#### 4.1 Effective representation through advocacy at a regional, state and national level

- Strategies
1. Lobby all levels of government and industry for greater regional investment, both social and economic
  2. Actively represent the community and provide input to decision making at the regional, state and federal levels that impact the Shire
  3. Identify and contribute to collaborative and partnership initiatives that benefit the community

#### 4.2 Good decision making through engagement with the community

- Strategies
1. Engage and communicate with all sections of the community to better understand needs and priorities
  2. Ensure community input informs planning and decision making
  3. Ensure community awareness of issues, activities and decisions affecting the Shire

#### 4.3 Ensure a strong and progressive organisation delivering customer focused services

- Strategies
1. Be adaptive, responsive with a strong customer focus
  2. Create a culture that encourages innovation, collaboration, best practice and organisational discipline to improve efficiency, effectiveness and productivity
  3. Build internal capacity by attracting, developing and retaining the best people

#### 4.4 Sustainably maintain the Shire's financial viability

- Strategies
1. Diversifying and strengthening funding streams and pursue non-rates revenue opportunities
  2. Secure the maximum grant assistance available, whilst ensuring the greatest relevant benefit to the community
  3. Adequately plan for and fund asset maintenance and renewal to deliver planned services
  4. Apply best practice financial management to ensure long term sustainability

